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## APAC Effie Awards 2016 appoints Michelle Guthrie and Anthony Wong as Heads of Jury

Singapore (13 January 2016) – Asia Pacific Effie Awards, the region’s symbol of marketing effectiveness excellence, has named the first 2 Heads of Jury for the 2016 Awards.

Michelle Guthrie is the Managing Director, Agencies APAC of Google, responsible for driving the company’s strategy and relationships with marketing and advertising agencies across Asia.

Prior to joining Google in Singapore in 2011, Michelle was the Managing Director and Senior Advisor of Providence Equity Partners, the world’s leading private equity firm focused on media, entertainment, communications and technology, from 2007 to 2009.

She has held several key executive positions, culminating as CEO from 2003 to 2007 since she began her career in Asia at STAR, a media and entertainment company based in Hong Kong, wholly owned by News Corporation. Earlier in her career, Michelle was a lawyer.

Michelle was named a Young Global Leader by the World Economic Forum and the Veuve Clicquot Hong Kong Businesswoman of the Year in 2005.

“I am delighted to join the APAC Effie as a Head of Jury and review some of the best marketing works in Asia Pacific. I look forward to a very stimulating experience while sharing my perspectives and playing a role in driving marketing effectiveness in the region,” Michelle commented.

Anthony Wong is the Worldwide Effectiveness Director at Ogilvy & Mather Group and Global Client Leader, Team Huawei at WPP plc.

Since Anthony joined Ogilvy in 2006, he has helped his teams and clients achieve best-selling brand and product launches across categories and borders, and win marketing effectiveness awards. In addition to his corporate roles, Anthony is an active leader in developing the marketing effectiveness agenda in Asia. Since 2006, he has served as Regional Judge, Finals Judge, Awards Presenter, Master of Ceremony, Expert Advisor, Jury Vice Chairman and Chairman at the Effie China and APAC Effie Awards. Anthony holds a Master in Business Administration degree from Harvard Business School and a Bachelor of Arts degree in Economics from Harvard University.

On his appointment, Anthony commented, "I am honored and excited to be appointed a Head of Jury at the APAC Effies, as I believe Asia Pacific should, and will, set new global standards for effectiveness."

Cheuk Chiang, 2016 Awards Chairman, said "With experience comes great wisdom so it's fantastic that the Effie Awards have been able to attract high calibre, seasoned experts like Michelle and Anthony. Both are sure to bring an unsurpassed level of knowledge to help elevate and drive a new standard for effectiveness."

The remaining Heads of Jury and full jury will be announced progressively. Stay tuned for more updates via [www.apaceffie.com](http://www.apaceffie.com).